QUANTUS INSIGHTS

Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
Authorized by Jason Corley, Co-founder

Methodology Summary
Sample: 1,000 registered voters | Fielded June 30–July 2 | Published July 2, 2025
Mode: Mixed-mode approach using opt-in online panels and SMS outreach to improve demographic and geographic reach
Margin of Error: ±3% at 95% confidence | Sponsor: Trending Politics News

Weighting & Adjustment
Propensity Modeling: Logistic regression used to estimate and correct for sampling bias based on demographics, vote history, and partisan registration
Raking (IPF): Calibrated to U.S. Census and voter file benchmarks on Multilevel Poststratification (MPS): Adjusted complex intersections (e.g., race × age, gender, race/ethnicity, education, region, and party ID
education × region) using validated subgroup targets (e.g., white non-college men)
Internal Cell Calibration: Benchmarked subgroup party splits and corrected internal misalignments
Weight Normalization: Trimmed to reduce design effects
▪ Min: 0.2606 | Max: 1.6559 | Mean: 1.000

Validation & Quality Control:
▪ Benchmarked against Aristotle voter file data for turnout patterns and partisan alignment
▪ Included attention-check items, straight-lining detection, and response time filters
▪ Cross-validated results with recent probability-based national surveys for external accuracy

Post-Election Context:
▪ This wave is a sentiment survey of registered voters (no likely voter screen)
▪ Designed to capture voter attitudes and approval dynamics following recent electoral outcomes
▪ Results reflect calibrated, weighted opinion snapshots grounded in voter file alignment and rigorous demographic balancing

This methodology reflects Quantus Insights' commitment to rigorous, transparent polling. By combining advanced weighting, behavioral modeling, and voter file calibration, we aim to produce accurate, representative snapshots of public opinion—grounded in both performance and academic best practices.

Voter Profile of Registered Voters Surveyed

Totals	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Pct	48%	52%	72%	11%	11%	6%	15%	23%	34%	28%	39%	62%

Totals	Urban	Suburban	Rural
Pct	28%	52%	20%

Totals	Republican	Democrat	Independent
Pct	34%	33%	33%

July 2, 2025

Q1. Do you approve or disapprove of the job Donald Trump is doing as President of the United States?

July 2, 2025

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Trump Approval by Demographic
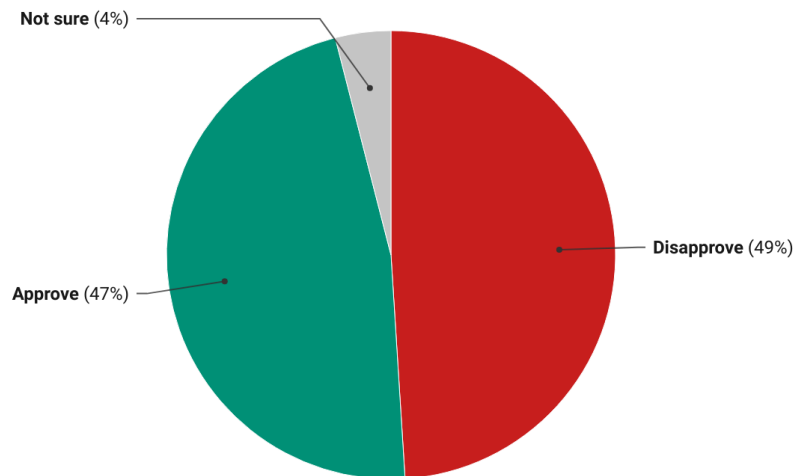
Legend: ■ Approve (%) ■ Unsure (%) ■ Disapprove (%)

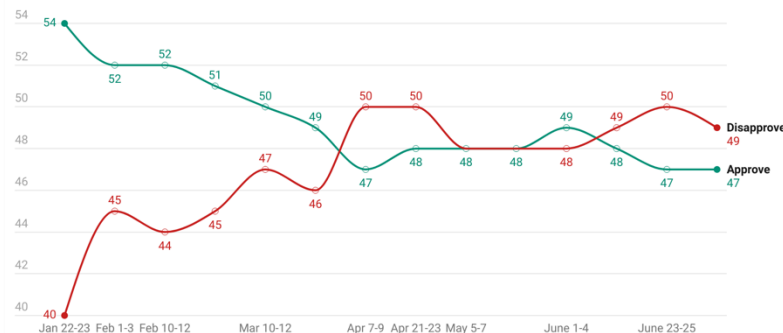| Demographic	Approve (%)	Unsure (%)	Disapprove (%)
Male	52%		43%
Female	42%		55%
White	52%		45%
Black	20%	8%	73%
Hispanic	35%	6%	58%
Other	31%	9%	60%
Age 18–29	35%	8%	58%
Age 30–44	42%		55%
Age 45–64	52%		46%
Age 65+	56%		41%
Non-college	54%		42%
College+	38%		58%
Republican	91%		7%
Independent	38%		58%
Democrat	12%		85%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q2. How proud are you to be an American?

Pride in Being American

■ Weighted (%)

Very Proud	43%
Somewhat Proud	34%
Not Very Proud	14%
Not at All Proud	9%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Pride in Being an American (totals)
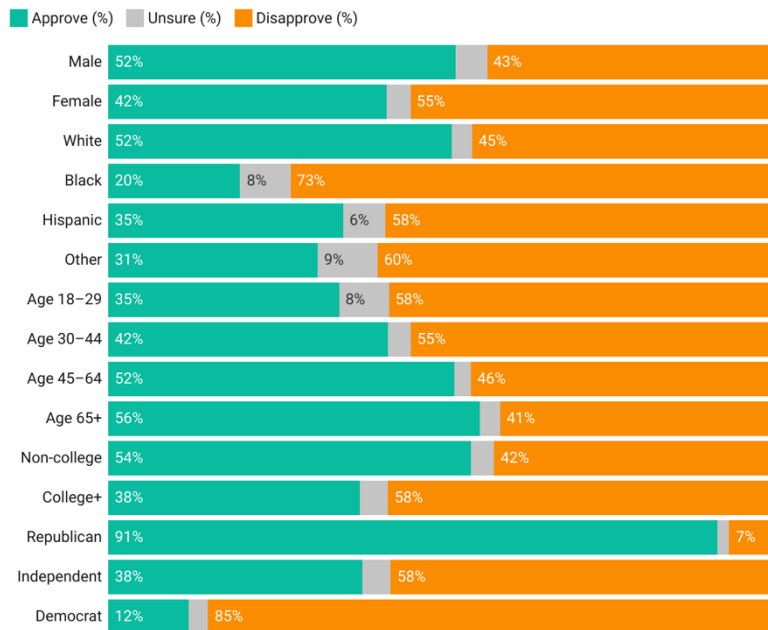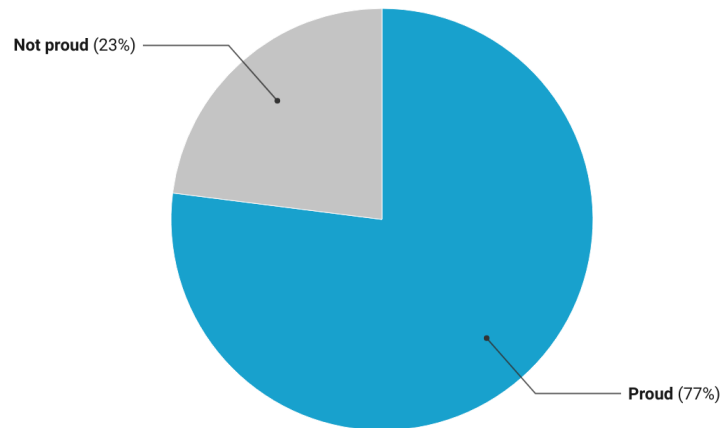

Not proud (23%)

Proud (77%)

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q2. How proud are you to be an American?

Pride in Being American by Demographic

Legend: ■ Very Proud (%) ■ Somewhat Proud (%) ■ Not Very Proud (%) ■ Not at All Proud (%)

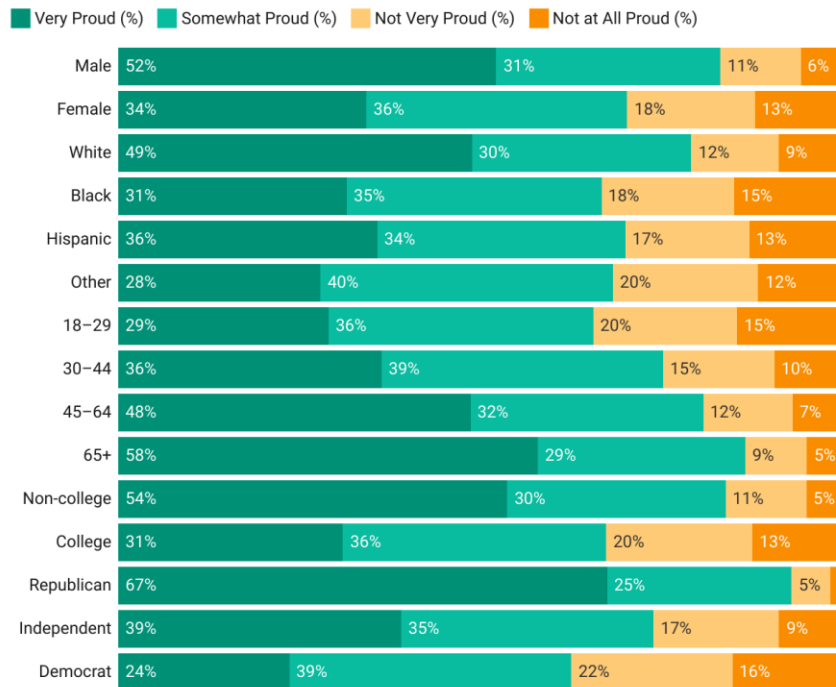| Demographic	Very Proud (%)	Somewhat Proud (%)	Not Very Proud (%)	Not at All Proud (%)
Male	52%	31%	11%	6%
Female	34%	36%	18%	13%
White	49%	30%	12%	9%
Black	31%	35%	18%	15%
Hispanic	36%	34%	17%	13%
Other	28%	40%	20%	12%
18–29	29%	36%	20%	15%
30–44	36%	39%	15%	10%
45–64	48%	32%	12%	7%
65+	58%	29%	9%	5%
Non-college	54%	30%	11%	5%
College	31%	36%	20%	13%
Republican	67%	25%	5%	
Independent	39%	35%	17%	9%
Democrat	24%	39%	22%	16%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q3. Which American value do you hold most dear?

Most Important American Values

Weighted (%)

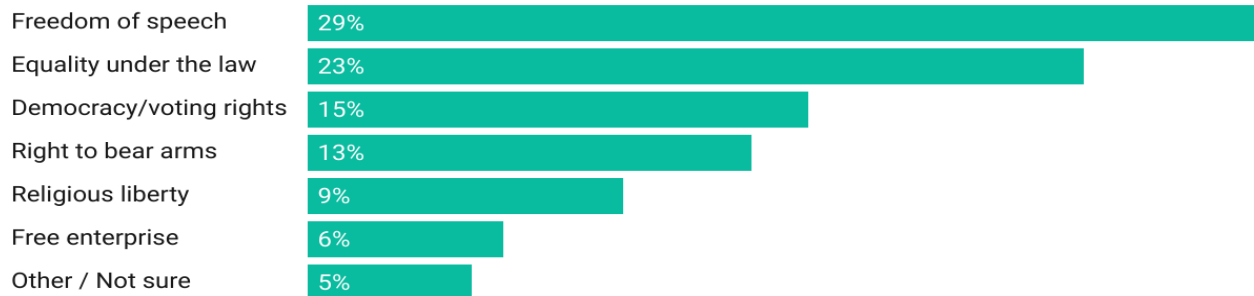| Value	
Freedom of speech	29%
Equality under the law	23%
Democracy/voting rights	15%
Right to bear arms	13%
Religious liberty	9%
Free enterprise	6%
Other / Not sure	5%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q3. Which American value do you hold most dear?

American Values by Demographic (Gender x Party)

Subgroup	Freedom of Speech (%)	Equality under the Law (%)	Democracy/Voting Rights (%)	Right to Bear Arms (%)	Religious Liberty (%)	Free Enterprise (%)	Other / Not Sure (%)
Male	31	18	12	17	10	8	4
Female	25	28	17	9	9	4	8
Republican	38	13	7	21	10	8	3
Independent	29	23	15	14	8	6	5
Democrat	20	31	25	5	8	4	6

Table: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q4. Which of the following dates do you believe is the most significant in U.S. history?

Most significant date in U.S. history

■ Weighted (%)

July 4, 1776
66%

September 11, 2001
11%

November 4, 2008 (Obama elected)
6%

Other / Not sure
6%

June 6, 1944 (D-Day)
4%

April 12, 1861 (Civil War start)
4%

December 7, 1941 (Pearl Harbor)
3%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q5. Which century best represents the peak of American power and global influence?

Peak century of American power

■ Weighted (%)

20th Century
57%

21st Century
17%

19th Century
9%

Not Sure
9%

18th Century
7%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q6. Which 21st century U.S. president do you view most favorably?

Most Favored 21st Century US President

■ Weighted (%)

Barack Obama
47%

Donald Trump
37%

George W. Bush
12%

Joe Biden
4%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q6. Which 21st century U.S. president do you view most favorably?

Most Favored 21st Century US President by Demographics

Legend: ■ Obama (%) ■ Trump (%) ■ Bush (%) ■ Biden (%)

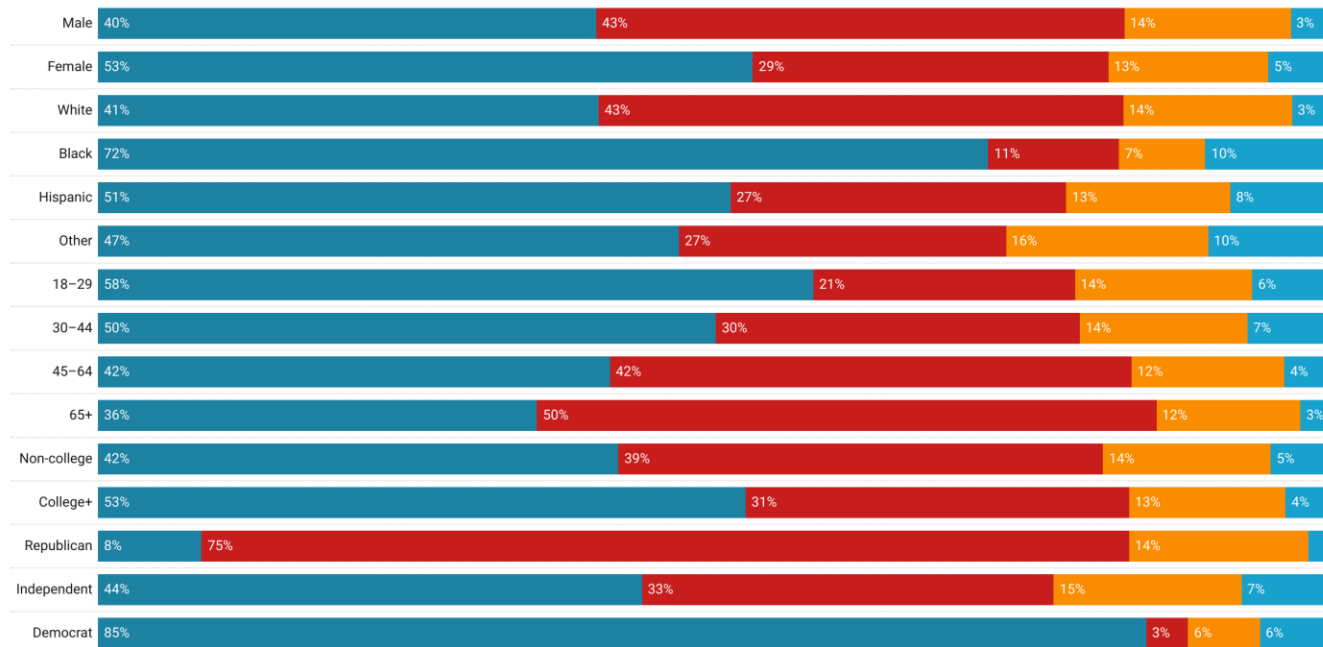| Demographic	Obama (%)	Trump (%)	Bush (%)	Biden (%)
Male	40%	43%	14%	3%
Female	53%	29%	13%	5%
White	41%	43%	14%	3%
Black	72%	11%	7%	10%
Hispanic	51%	27%	13%	8%
Other	47%	27%	16%	10%
18–29	58%	21%	14%	6%
30–44	50%	30%	14%	7%
45–64	42%	42%	12%	4%
65+	36%	50%	12%	3%
Non-college	42%	39%	14%	5%
College+	53%	31%	13%	4%
Republican	8%	75%	14%	
Independent	44%	33%	15%	7%
Democrat	85%	3%	6%	6%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q7. Which political party do you think best represents the values of America today?

Party Seen as Best Representing American Values

🟥 Republican (%) 🟦 Democrat (%) ⬜ Neither (%)

Party ID

| 37% | 31% | 32% |

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q7. Which political party do you think best represents the values of America today?

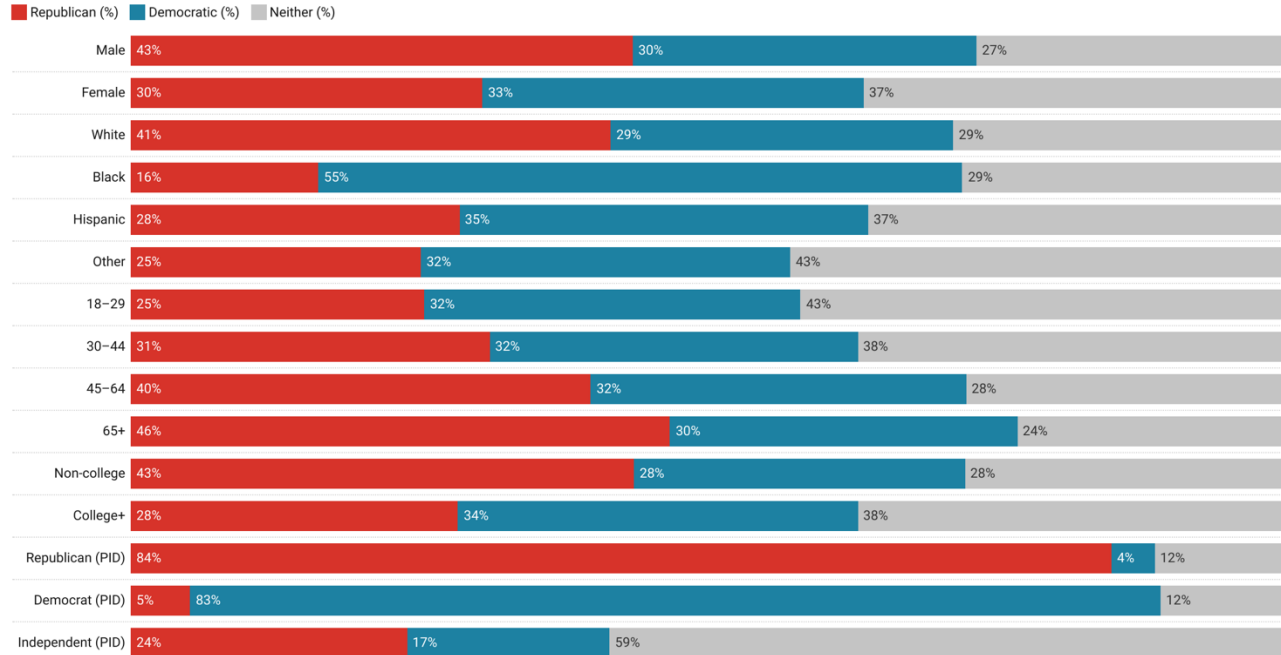**Which Political Party Best Represents American Values Today by Demographics**

Legend: ■ Republican (%) ■ Democratic (%) ■ Neither (%)

Demographic	Republican (%)	Democratic (%)	Neither (%)
Male	43%	30%	27%
Female	30%	33%	37%
White	41%	29%	29%
Black	16%	55%	29%
Hispanic	28%	35%	37%
Other	25%	32%	43%
18–29	25%	32%	43%
30–44	31%	32%	38%
45–64	40%	32%	28%
65+	46%	30%	24%
Non-college	43%	28%	28%
College+	28%	34%	38%
Republican (PID)	84%	4%	12%
Democrat (PID)	5%	83%	12%
Independent (PID)	24%	17%	59%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q8. Do you believe America's best days are ahead or behind us?

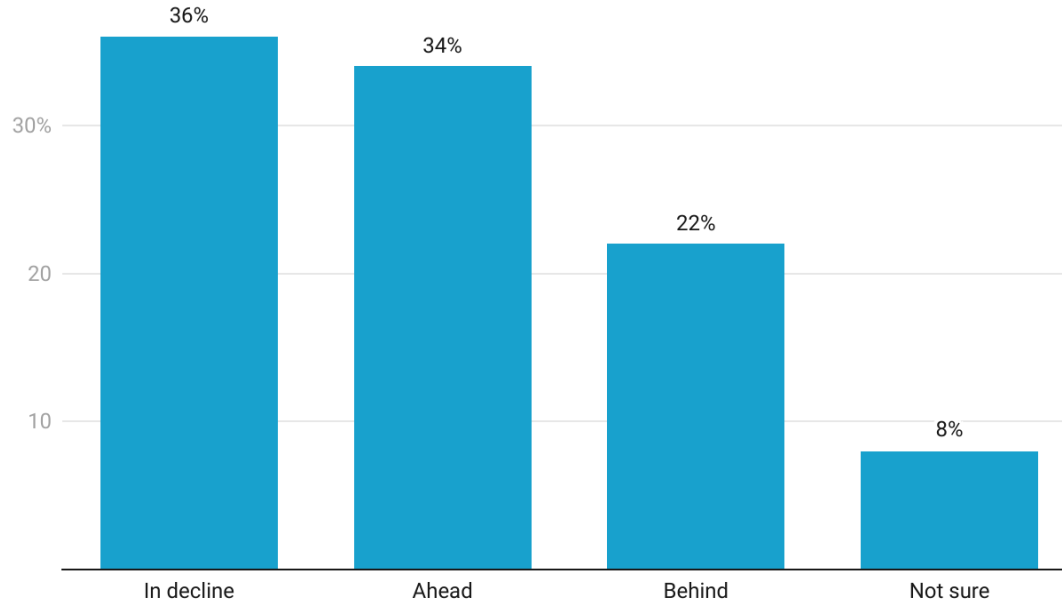**Is America's best ahead or behind us?**

Chart: Quantus Insights • Source: Quantus Insights • Created with Datawrapper

July 2, 2025

Q8. Do you believe America's best days are ahead or behind us?

Is America's best ahead or behind us by Demographics (Gender x Party)

■ Ahead (%) ■ Behind (%) ■ In Decline (%) ■ Not Sure (%)

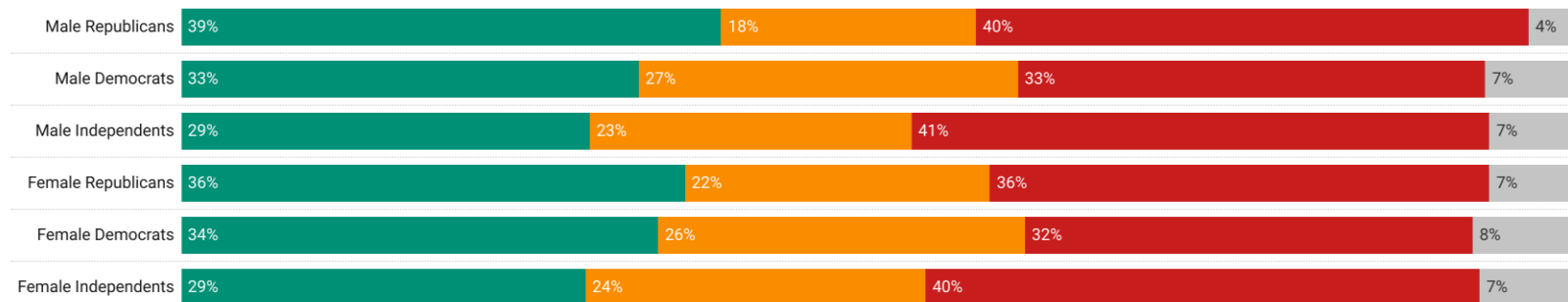|	Ahead (%)	Behind (%)	In Decline (%)	Not Sure (%)
Male Republicans	39%	18%	40%	4%
Male Democrats	33%	27%	33%	7%
Male Independents	29%	23%	41%	7%
Female Republicans	36%	22%	36%	7%
Female Democrats	34%	26%	32%	8%
Female Independents	29%	24%	40%	7%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q9. Elon Musk has floated the idea of creating a new political party, the "America Party," aimed at representing voters who feel unserved by the current Democratic and Republican parties. If such a party were launched, how likely would you be to support or vote for it?

Likelihood of supporting Elon Musk's "America Party" (totals)

Very likely	14%
Somewhat likely	26%
Not very likely	16%
Not at all likely	22%
Unsure	22%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

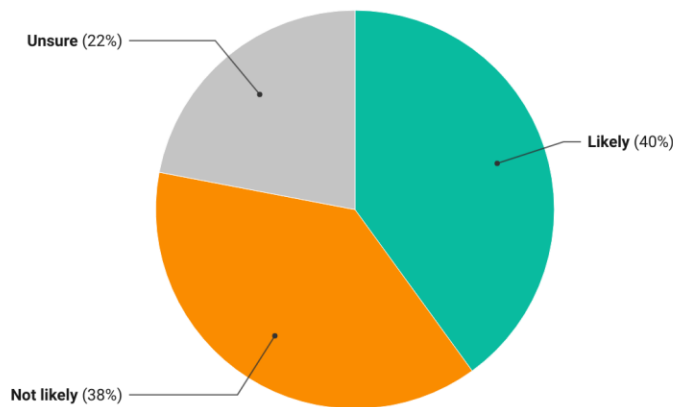**Likelihood of supporting Elon Musk's "America Party" (totals)**

- Unsure (22%)
- Likely (40%)
- Not likely (38%)

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q9. Elon Musk has floated the idea of creating a new political party, the "America Party," aimed at representing voters who feel unserved by the current Democratic and Republican parties. If such a party were launched, how likely would you be to support or vote for it?

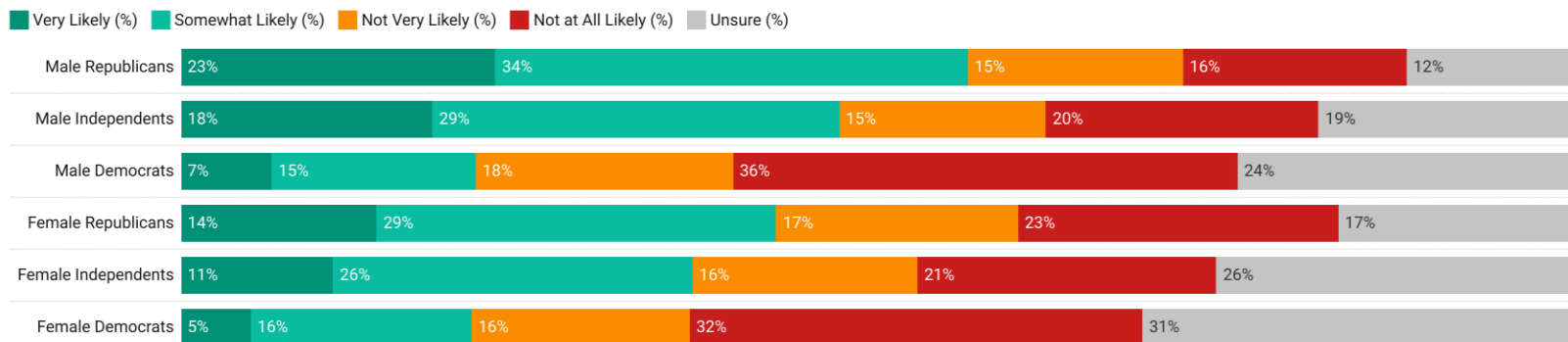**Likelihood of supporting Elon Musk's "America Party" by Demographic**

Legend: ■ Very Likely (%) ■ Somewhat Likely (%) ■ Not Very Likely (%) ■ Not at All Likely (%) ■ Unsure (%)

| Demographic	Very Likely	Somewhat Likely	Not Very Likely	Not at All Likely	Unsure
Male Republicans	23%	34%	15%	16%	12%
Male Independents	18%	29%	15%	20%	19%
Male Democrats	7%	15%	18%	36%	24%
Female Republicans	14%	29%	17%	23%	17%
Female Independents	11%	26%	16%	21%	26%
Female Democrats	5%	16%	16%	32%	31%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q10. How would you describe your political views?

Ideological Self-Identification Among Voters
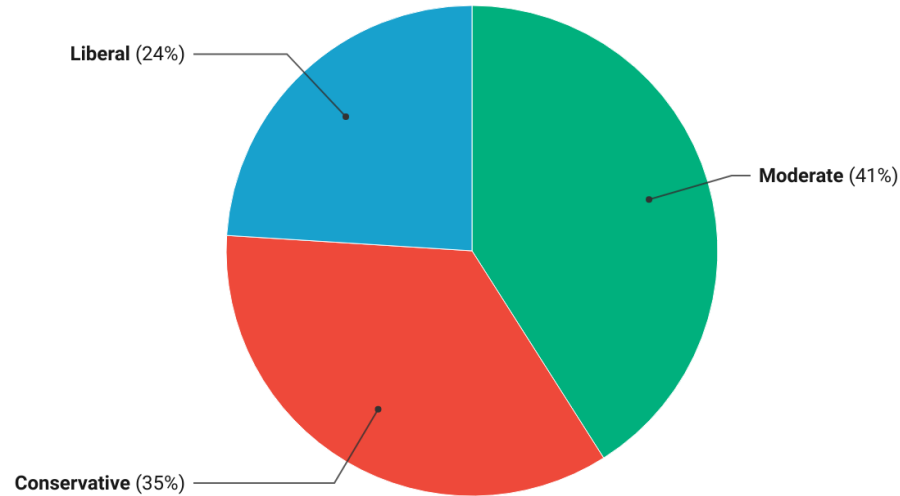
Liberal (24%)

Moderate (41%)

Conservative (35%)

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

Q10. How would you describe your political views?
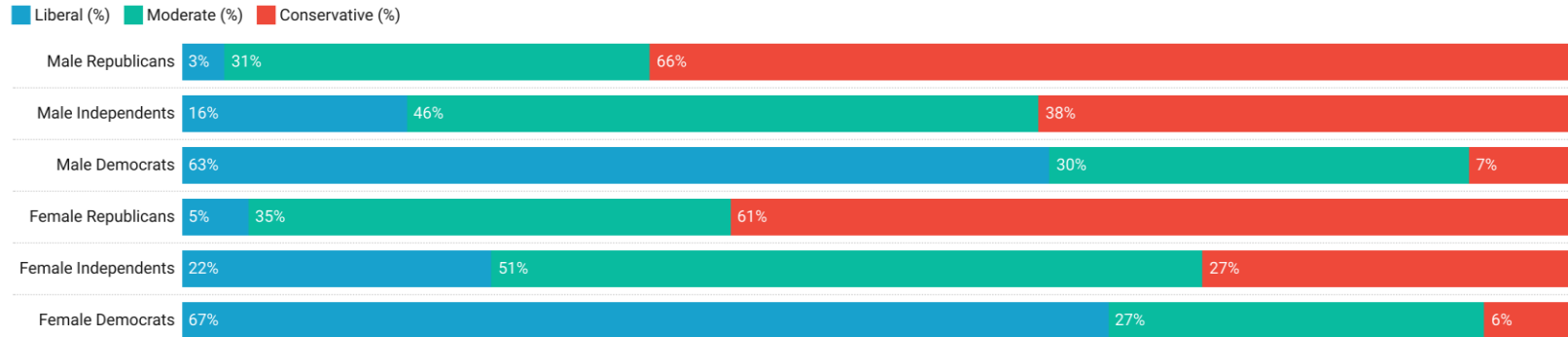

How Voters Identify Ideologically by Gender x Party

■ Liberal (%) ■ Moderate (%) ■ Conservative (%)

	Liberal	Moderate	Conservative
Male Republicans	3%	31%	66%
Male Independents	16%	46%	38%
Male Democrats	63%	30%	7%
Female Republicans	5%	35%	61%
Female Independents	22%	51%	27%
Female Democrats	67%	27%	6%

Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

July 2, 2025

How We Performed in 2024

When accuracy mattered most, we delivered.

In October, our polling averaged just a 1-point error across the Rust Belt and national surveys. Our final national numbers showed Trump at 49.1% and Harris at 48.3%. The actual result? Trump 49.8%, Harris 48.3% — just a 0.7-point miss.
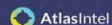Independent observers took note.

AtlasIntel ranked us among the most accurate pollsters in swing states for 2024. Activote placed us in their Top 20 Most Valuable Pollsters out of more than 120 firms.

We measure reality. And we've earned trust by getting it right.

Most Accurate Pollsters of the 2024 US Presidential Election — Swing States

	Pollster	Error Swing States Only	Error Swing States + National
1	AtlasIntel	0.8	0.7
2	Rasmussen	0.9	1.0
3	Quantus Insights	1.0	1.0
4	Suffolk	1.2	1.6
5	Trafalgar Group	1.6	1.6
6	InsiderAdvantage	1.6	1.6
7	Patriot Polling	1.5	1.7
8	ActiVote	2.0	1.7
9	SoCal Strategies	2.1	1.9
10	Emerson College	2.4	2.3
11	Morning Consult	2.5	2.6
12	NYT/Siena	3.3	3.1
13	Marist	3.1	3.5
14	Research Co.	3.6	3.6
15	YouGov	3.8	3.6

Final result based on New York Times forecasts at the state level as of 11/07, considering every state in which each pollster published a poll

AtlasIntel — www.atlasintel.org/polls

QUANTUS INSIGHTS

ActiVote — 2024 Most Valuable Pollsters

1. AtlasIntel	36. FL Atlantic U./Mainstreet Research
2. InsiderAdvantage	37. YouGov
3. OnMessage Inc.	38. WaPo/George Mason University
4. Rasmussen	39. Quinnipiac
5. Trafalgar Group	40. UC Berkeley
6. Patriot Polling	41. J.L. Partners
7. Emerson	42. Chism Strategies
8. ActiVote	43. St. Anselm
9. Fabrizio/McLaughlin	44. WPAi
10. TIPP	45. Axis Research
11. Redfield & Wilton Strategies	46. Fabrizio/Impact
12. Suffolk	47. Monmouth
13. Mitchell	48. Susquehanna
14. Quantus Insights	49. Noble Predictive Insights
15. HarrisX	50. CNN/SSRS
16. Echelon Insights	51. The Citadel
17. SoCal Strategies	52. Fabrizio/GBAO
18. Siena/NYT	53. Ipsos
19. Marquette Law School	54. HarrisX/Harris Poll
20. Beacon/Shaw	55. UMass Lowell/YouGov
21. The Washington Post	56. CES / YouGov
22. East Carolina University	57. National Public Affairs
23. Hart/POS	58. Kaplan Strategies
24. Research & Polling	59. MSU - Billings
25. U. New Hampshire	60. Guidant Polling and Strategy
26. RMG Research	61. Keating Research
27. Cygnal	62. Embold Research
28. Big Data Poll	63. Data for Progress
29. Morning Consult	64. Ragnar Research Partners
30. University of Maryland/WaPo	65. North Star Opinion Research
31. Torchlight Strategies	66. Glengariff Group Inc.
32. PPP	67. Garin Hart Yang
33. Marist College	68. Roanoke College
34. Research Co.	69. Alaska Survey Research
35. SurveyUSA	70. Focaldata

71. Franklin and Marshall College	106. St. Pete Polls
72. Victory Insights	107. Rutgers-Eagleton
73. DCCC Targeting Team	108. John Zogby Strategies
74. Data Orbital	109. American Viewpoint
75. MassINC Polling Group	110. Miami University (Ohio)
76. ABC News/Ipsos	111. PPIC
77. Change Research	112. RABA Research
78. Schoen Cooperman	113. Montgomery Research
79. Bullfinch	114. UMass Amherst/YouGov
80. Siena	115. Angus Reid
81. U. Georgia SPIA	116. Paradigm
82. Concord Public Opinion Partners	117. Cherry Communications
83. U. North Florida	118. Big Village
84. American Pulse	119. Navigator
85. co/efficient	120. University of Texas at Tyler
86. Praecones Analytica	121. Survation
87. MRG (Marketing Resource Group)	122. Fairleigh Dickinson
88. Mason-Dixon	123. HighGround
89. University of Maryland/YouGov	124. Hunt Research
90. Tarrance	125. Impact Research
91. Christopher Newport U.	126. Targoz Market Research
92. Normington, Petts & Associates	127. GQR
93. Muhlenberg	128. U. Arizona/TrueDot
94. Bowling Green State U./YouGov	129. NMB Research
95. Elway	130. Deltapoll
96. Dartmouth Poll	131. GBAO
97. Leger	132. McLaughlin
98. M3 Strategies	133. University of Wyoming
99. Elon U.	134. Clarity
100. Gotham Polling & Analytics	135. Claflin University
101. Yale Youth Poll	136. Selzer
102. Remington	
103. Stetson University CPOR	
104. Tufts	
105. EPIC-MRA	

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